

Green Power Switch® News

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Green Power Switch is a renewable energy initiative that offers consumers in the Tennessee Valley a choice in the type of power they buy. TVA and local public power companies, working in cooperation with the environmental community, developed Green Power Switch as a way to bring green power—electricity that's generated by clean, renewable resources like solar, wind, and methane gas—to Valley consumers.

Green Power Switch is sold to residential consumers in 150-kilowatt-hour blocks (about 12 percent of a typical household's monthly energy use). Each block adds \$4 to the customer's monthly power bill.

For more information, visit www.greenpowerswitch.com.

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Green Power Switch®

Dear Subscribers:

Thank you for supporting Green Power Switch (GPS). We are excited about the success our program has experienced since our launch on Earth Day in April 2000. Today we have more than 8,200 residential consumers and more than 400 businesses purchasing blocks of GPS.

But we know this is just the beginning. We want to see Green Power Switch continue to grow in the Tennessee Valley, and we need your help. People like you who have taken the lead in purchasing green power are our most valuable asset in getting the word out about the environmental benefits of participating in Green Power Switch. We are asking you to be our ambassadors across the region and help us spread the word.

Enclosed you will find a DVD that explains the Green Power Switch program and the benefits to our area. It explains that purchasing two blocks of GPS for one year is the environmental equivalent of planting an acre of trees in the Tennessee Valley or not driving your car for four months – information we believe will help people see why they should be a part of this program. Please share this DVD with friends and neighbors who may not be aware of this opportunity. With support from people like you, we have the power to make a difference.

With many thanks for your support,

Jim West, Senior Manager
GREEN POWER SWITCH



Chris Jones, left, Vice President of Marketing and Communications at Middle Tennessee Electric Membership Corporation, and Mark Kimball, Chief Engineer of Murfreesboro Electric Department, look over the new solar generation system at Middle Tennessee State University (see story on back page).

TVA wins state energy leadership award for GPS

We would like to thank all the current participants in the Green Power Switch program. We could not make this program work without you and your commitment. You are making renewable energy a way of life!

Comments or suggestions? Let us hear from you!

We'd like to know if you're satisfied with our newsletter, and we're interested in what you'd like to read in future issues. So e-mail us your comments today.

Please recycle this newsletter by passing it on to a friend. Thanks for your help and your interest!

—Jim West
Senior Manager

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Help us save trees

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The State of Tennessee has awarded TVA its Excellence in Energy Leadership award for the Green Power Switch and GPS Generation Partners® programs.

Jim Fyke, Tennessee's Commissioner of Environment and Conservation, made the presentation to TVA and 11 other recipients of the 2005 Tennessee Environmental Stewardship Awards. They honor individuals, community organizations, businesses, and government agencies for their stewardship of the state's natural resources. Jim Keiffer, TVA's senior vice president of marketing, accepted the award on TVA's behalf at a ceremony July 29 at the Adventure Science Center in Nashville.

"Today's honorees demonstrate how individuals and organizations large and small can really make a difference and help assure the quality of life we all want and expect in Tennessee," said Governor Phil Bredesen.

The awards recognize voluntary actions that improve or protect our environment and natural resources with projects or initiatives that are not required by law or regulation. A panel of judges representing agricultural, conservation,

forestry, environmental, and academic interests selects the award recipients from projects nominated in several categories.

Green Power Switch is the first and largest program of its kind in the Southeast. It has a steering committee made up of power distributors, environmentalists, community leaders, and local government officials for recommendations on how best to manage the program.

A key to the success of Green Power Switch is its GPS Generation Partners program, which allows TVA to purchase green power produced by consumer-owned solar and wind generation facilities. By providing additional sources of green power, the Generation Partners program makes it possible for TVA to offer Green Power Switch to more customers in the Tennessee Valley.

Other winners of the awards include Valley Proteins LLC, a recycler of waste oils; Panther Creek State Park for watershed improvements; and the Tennessee Nature Conservancy for preservation of ecologically significant lands. Read more at www.tdec.net/awards.



Jim Keiffer, center, Senior Vice President of Marketing at TVA, accepts the Excellence in Leadership Award presented to TVA by the Tennessee Department of Environment and Conservation. Presenting the award are Jim Fyke, left, Commissioner of Environment and Conservation, and Paul Sloan, Deputy Commissioner for Environment.

Stretch your energy dollars



Because of soaring demand for power and higher electric rates to cover the escalating cost of fuel, many people are expressing renewed interest in energy conservation. The experts at TVA's *energy right* program offer these tips to help you lower your electric bills:

Where that energy dollar goes – In a typical all-electric home, 35 percent of a homeowner's energy dollar goes to heating, 20 percent to cooling, 20 percent to water heating, and the other 25 percent to lighting, cooking, appliances, and other uses.

78 for summer – When you're air conditioning, set your thermostat to 78 degrees. Your cooling costs increase by about 5 percent for each degree lower than 78.

68 for winter – In the winter, set the thermostat at 68 degrees. Your heating costs increase by about 3 percent for each degree above 68.

Make it automatic – Programmable thermostats that automatically adjust your thermostat during the day and night can save you money and energy any time of the year.

Be kind to your air conditioner – When the air conditioner is on, turn off any unneeded lights and appliances so the air conditioner won't have to work as hard.

Keep it indoors – Caulking and weather-stripping around doors and window frames will help maintain indoor air temperatures in summer and winter.

Don't heat water you won't use – If your house is going to be empty for an extended period of time, turn off your water heater. Why spend money heating water

that no one will use?

Spin fast – Use a fast spin speed on your washing machine to extract as much water as possible from your clothes. That reduces dryer time.

Dry it out – Crawl spaces and attics should be well-ventilated to reduce moisture buildup. In the crawl space, cover about 80 percent of the ground with six-mil plastic to form a vapor barrier, leaving several feet around the perimeter exposed.

Insulate your outlets – Those tiny holes in your electrical outlets let cold air inside. You can remove the outlet covers and insert specially designed insulation pads. Also, put insulating plugs in all outlets that aren't in use.

Plant a tree – Mature shade trees not only look beautiful but can also cut your cooling bills. Plant them around your home, especially on the south and west sides.

Chill out – Let cooked foods cool to room temperature before putting them in the refrigerator. Hot foods and their containers will raise the temperature in the fridge, making it work much harder. But take care not to leave food out too long, or it could spoil. Follow recipe instructions.

Additional energy-efficiency information, including do-it-yourself energy surveys for residential and business consumers, is available at www.energyright.com. The *energy right* home page also provides useful information on electric heat pumps and water heaters.

Generation update

Generation June 1, 2005 - August 31, 2005

Solar*	133,868 kWh
Wind	6,087,894 kWh
Methane	10,929,393 kWh

Total Green Power Switch generation

17,151,155 kWh

*For a complete listing of solar sites and their daily output, please visit www.greenpowerswitch.com.

Participation update

As of August 31, 2005

Total number of green power blocks subscribed	26,732
Number of green power blocks subscribed since June 1, 2005	2,702
Number of residential customers subscribing	8,218
Average number of green power blocks per residential customer	1.8
Number of business customers subscribing	431

For a list of participating business customers and monthly updates of generation figures, please visit www.greenpowerswitch.com.

Environmental equivalent statement

The more than 26,700 blocks of green power being purchased by GPS subscribers provide an environmental benefit equal to planting 9,700 acres of trees or removing 6,200 cars from Valley highways for a full year. Thank you for helping make the Tennessee Valley a better place to live.

Solar site at MTSU to supply green power

MURFREESBORO, Tenn. – Middle Tennessee State University has built the first commercial-scale solar generation system to supply green power to the TVA power system (*see photo on front page*). Murfreesboro Electric Department and TVA are partners with MTSU in the project.

The 10-kilowatt solar system is the largest of 11 generating sites participating in the Green Power Switch Generation Partners demonstration project, which allows power consumers to generate and provide green power to the grid. TVA and 18 participating power distributors offer the program to support the increased use of renewable resources to generate power.

"We welcome MTSU as the first large commercial Green Power Switch Generation Partner in the Tennessee Valley," says TVA Senior Vice President of Marketing Jim Keiffer, who praised MED for making the

demonstration project available in its service area.

"MED not only provides the vital link between the solar generators and the TVA power grid, it provides the technical expertise to ensure that the green power is delivered effectively and safely."

In addition to being a power generating site, the MTSU solar facility is being used as a research and teaching tool for the university's alternative-fuel vehicles program, which includes the production of hydrogen to power experimental vehicles.

"I'm passionate about the utilization of renewable resources," says Dr. Cliff Ricketts, MTSU professor of Agribusiness and Agriscience and head of the alternative-fuel program. "We are pleased for the opportunity to work with MED and TVA as part of our efforts to demonstrate the practicality of alternative resources to power our homes, businesses, and automobiles."

Kilowatt Ours Aims to Enlighten

A new documentary film educates the public about the benefits of energy conservation and the Green Power Switch program. The film is called *Kilowatt Ours: A Plan to Re-Energize America*, and it will be showing in Valley communities this fall. Jeff Barrie, an independent filmmaker from Nashville, created the film.

Kilowatt Ours traces the transmission wires from our light switches to the power source, revealing how electricity is generated in the southeastern U.S. This acclaimed documentary illustrates some of the negative

consequences of traditional energy production and outlines the benefits of energy conservation and renewable power. It demonstrates how Green Power Switch is helping to improve the quality of life in the Southeast. The film also provides practical ideas on how consumers can lower their household electricity bills, showcasing successful examples of businesses, schools, and homes in the region that are saving hundreds or even thousands of dollars annually on energy costs.

For more information or to order a copy of the DVD, log on to: www.KilowattOurs.org.

Green Power Switch Expands

Green Power Switch is now available to customers of 83 local power companies across the Tennessee Valley. This past spring, power companies in Mississippi, including Central Electric Power Association, Columbus Light and Water, 4-County Electric Power Association, Okolona Electric Department, and Tippah Electric Power Association, began offering GPS to their customers.

In August, representatives from five power companies in Kentucky and one in Tennessee attended a new-distributor training session in Bowling Green. The half-day training provided participants with an overview of Green Power Switch, marketing techniques, tools to implement a billing system, and an overall implementation strategy. Some of these power companies plan to launch programs this fall.

For a complete listing of power distributors participating in the program, go to www.greenpowerswitch.com.



Green Power Switch®

www.greenpowerswitch.com

Printed on 100% post-consumer recycled paper using soy-based inks.

*TVA and your local public
power company*